

What Is Claimed Is:

1. An information processing apparatus which produces television broadcast programs, said apparatus comprising:
symbolic label forming means which forms symbolic labels indicative of the content of said broadcast programs; and
transmission means which transmits said broadcast programs and symbolic labels.

2. An information processing apparatus according to claim 1, wherein said broadcast programs comprise programs which supplement other broadcast program.

3. An information processing apparatus according to claim 2, wherein said broadcast programs and symbolic labels and said other broadcast program are transmitted on separate transmission paths.

4. An information processing apparatus according to claim 1, wherein said broadcast programs are composed of data which is different from data adapted for video or audio output.

5. An information processing apparatus according to claim 1, wherein said broadcast programs are composed of data adapted for printout.

6. An information processing apparatus according to claim 1, wherein said transmission means alters the transmission band for transmitting said broadcast programs and symbolic labels depending on the quantity of data of

broadcast programs and symbolic labels to be transmitted.

7. An information processing apparatus according to claim 1 further including information appending means which appends, to said symbolic labels, display control information for controlling as to whether or not said symbolic labels are displayed on a receiver set which receives said broadcast programs and symbolic labels.

8. An information processing method which produces television broadcast programs, said method comprising the steps of:

forming symbolic labels indicative of the content of said broadcast programs; and

transmitting said broadcast programs and symbolic labels.

9. A medium which operates on a computer to run an operation program which implements the information processing for producing television broadcast programs, said operation program comprising the operational steps of:

forming symbolic labels indicative of the content of said broadcast programs; and

transmitting said broadcast programs and symbolic labels.

10. An information processing apparatus which receives and processes television broadcast programs and symbolic

labels indicative of the content of said broadcast programs,
said apparatus comprising:

reception means which receives said broadcast programs
and symbolic labels;

display control means which operates on a display device
to display said symbolic labels; and

output control means which operates in response to the
operation of selection of a symbolic label to release data
of a broadcast program corresponding to the selected symbolic
label.

11. An information processing apparatus according to
claim 10 further including control means which controls as
to whether or not said symbolic labels are displayed.

12. An information processing apparatus according to
claim 11, wherein said symbolic labels have the appendage of
display control information for controlling as to whether or
not said symbolic labels are displayed, said control means
controlling as to whether or not said symbolic labels are
displayed in accordance with said display control information.

13. An information processing apparatus according to
claim 10, wherein said reception means also receives other
broadcast program, said display control means displaying said
symbolic labels together with said other broadcast program.

14. An information processing apparatus according to

claim 13, wherein said output control means operates in response to the operation of selection of a symbolic label to display a broadcast program corresponding to the selected symbolic label in place of said other broadcast program.

15. An information processing apparatus according to claim 13, wherein said display control means operates on separate display devices to display said other broadcast program and said symbolic labels.

16. An information processing apparatus according to claim 10, wherein said broadcast programs are composed of data adapted for printout, said output control means operating on a printing device to print said printout data.

17. An information processing apparatus according to claim 10 further including memory means which operates in response to the operation of selection of a symbolic label to store data of a broadcast program corresponding to the selected symbolic label, said output control means operating on said memory means to release the stored data of said broadcast program.

18. An information processing apparatus according to claim 10, wherein said broadcast programs are composed of data adapted for ordering commodities, said output control means operating to transmit said order data.

19. An information processing method which receives and

processes television broadcast programs and symbolic labels indicative of the content of said broadcast programs, said method comprising the steps of:

receiving said broadcast programs and symbolic labels;
controlling a display device to display said symbolic labels; and
controlling, in response to the operation of selection of a symbolic label, the release of data of a broadcast program corresponding to the selected symbolic label.

20. A medium which operates on a computer to run an operation program for receiving and possessing television broadcast programs and symbolic labels indicative of the content of said broadcast programs, said operation program comprising the operational steps of:

receiving said broadcast programs and symbolic labels;
controlling a display device to display said symbolic labels; and

controlling, in response to the operation of selection of a symbolic label, the release of data of a broadcast program corresponding to the selected symbolic label.